

## CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Washington, DC 20007**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>810985 /              |  | <u>Alt Order #</u><br>06288084                         |
| <u>Product</u><br><b>SENATE MAJORITY PAC</b>        |  |  |
| <u>Contract Dates</u><br><b>08/21/12 - 08/31/12</b> |  | <u>Estimate #</u><br><b>1639</b>                       |
| <u>Advertiser</u><br><b>Senate Majority PAC</b>     |  | <u>Original Date / Revision</u><br>08/21/12 / 08/21/12 |
| <u>Billing Cycle</u><br>EOM/EOC                     | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br><b>WOIO</b>                       | <u>Account Executive</u><br>Teresa Difuria | <u>Sales Office</u><br>Telerep-Philade                 |
| <u>Special Handling</u>                             |  |  |
| <u>Demographic</u><br>Adults 25-54                  |  |  |
| <u>IDB#</u>   | <u>Advertiser Code</u><br>94               | <u>Product Code</u><br>100                             |
| <u>Agency Ref</u>                                   |  | <u>Advertiser Ref</u>                                  |

| *Line | Ch          | Start Date        | End Date          | Description         | Start/End Time        | Days            | Length        | Spots/<br>Week    | Rate                | Type        | Spots | Amount     |
|-------|-------------|-------------------|-------------------|---------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|-------|------------|
| N 1   | WOIO        | 08/21/12          | 08/24/12          | Let's Make A Deal   | 10-11a                |                 | :30           |                   |                     | NM          | 2     | \$1,000.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 08/21/12          | 08/27/12          | - TWTF - -          |                       |                 |               | 4                 | \$500.00            |             |       |            |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>  | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |            |
|       | 1           | WOIO              | 08/21/12-08/27/12 | Let's Make A Deal   | 10-11a                | - TuWThF - - -  | :30           |                   | <del>\$500.00</del> | NM          |       |            |
|       |             |                   |                   | Credited            |                       |                 |               |                   |                     |             |       |            |
|       | 3           | WOIO              | 08/21/12-08/27/12 | Let's Make A Deal   | 10-11a                | - TuWThF - - -  | :30           |                   | <del>\$500.00</del> | NM          |       |            |
|       |             |                   |                   | Credited            |                       |                 |               |                   |                     |             |       |            |
| N 2   | WOIO        | 08/21/12          | 08/24/12          | Action News at 11p  | 11-1135p              |                 | :30           |                   |                     | NM          | 4     | \$4,000.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 08/21/12          | 08/27/12          | - TWTF - -          |                       |                 |               | 4                 | \$1,000.00          |             |       |            |
| N 3   | WOIO        | 08/21/12          | 08/24/12          | Price is Right      | 11a-12p               |                 | :30           |                   |                     | NM          | 0     | \$0.00     |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 08/21/12          | 08/27/12          | - TWTF - -          |                       |                 |               | 4                 | \$525.00            |             |       |            |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>  | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |            |
|       | 1           | WOIO              | 08/21/12-08/27/12 | Price is Right      | 11a-12p               | - TuWThF - - -  | :30           |                   | <del>\$525.00</del> | NM          |       |            |
|       |             |                   |                   | Credited            |                       |                 |               |                   |                     |             |       |            |
|       | 3           | WOIO              | 08/21/12-08/27/12 | Price is Right      | 11a-12p               | - TuWThF - - -  | :30           |                   | <del>\$525.00</del> | NM          |       |            |
|       |             |                   |                   | Credited            |                       |                 |               |                   |                     |             |       |            |
|       | 4           | WOIO              | 08/21/12-08/27/12 | Price is Right      | 11a-12p               | - TuWThF - - -  | :30           |                   | <del>\$525.00</del> | NM          |       |            |
|       |             |                   |                   | Credited            |                       |                 |               |                   |                     |             |       |            |
|       | 5           | WOIO              | 08/21/12-08/27/12 | Price is Right      | 11a-12p               | - TuWThF - - -  | :30           |                   | <del>\$525.00</del> | NM          |       |            |
|       |             |                   |                   | Credited            |                       |                 |               |                   |                     |             |       |            |
| N 4   | WOIO        | 08/21/12          | 08/24/12          | CBS Soaps           | 1230-2p               |                 | :30           |                   |                     | NM          | 4     | \$2,400.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 08/21/12          | 08/27/12          | - TWTF - -          |                       |                 |               | 4                 | \$600.00            |             |       |            |
| N 5   | WOIO        | 08/21/12          | 08/24/12          | Action News at Noon | 12-1230p              |                 | :30           |                   |                     | NM          | 4     | \$1,900.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 08/21/12          | 08/27/12          | - TWTF - -          |                       |                 |               | 4                 | \$475.00            |             |       |            |
| N 6   | WOIO        | 08/21/12          | 08/27/12          | The Talk            | 2-3p                  |                 | :30           |                   |                     | NM          | 2     | \$900.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 08/21/12          | 08/27/12          | MTWTF - -           |                       |                 |               | 2                 | \$450.00            |             |       |            |
| N 7   | WOIO        | 08/21/12          | 08/27/12          | Anderson            | 3-4p                  |                 | :30           |                   |                     | NM          | 2     | \$500.00   |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
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|---|---------------------------------------|--|
| <u>Contract / Revision</u><br>810985 /              |                                       | <u>Alt Order #</u><br>06288084                         |
| <u>Contract Dates</u><br><b>08/21/12 - 08/31/12</b> | <u>Product</u><br>SENATE MAJORITY PAC | <u>Estimate #</u><br>1639                              |
| <u>Advertiser</u><br><b>Senate Majority PAC</b>     |                                       | <u>Original Date / Revision</u><br>08/21/12 / 08/21/12 |

| *Line | Ch   | Start Date        | End Date        | Description          | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Totals |            |
|-------|------|-------------------|-----------------|----------------------|----------------|------|--------|-------------------|-------------|------|--------|------------|
|       |      |                   |                 |                      |                |      |        |                   |             |      | Spots  | Amount     |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/21/12          | 08/27/12        | MTWTF--              |                |      |        | 2                 | \$250.00    |      |        |            |
| N 8   | WOIO | 08/21/12          | 08/27/12        | Action News at 4p    | 4-5p           |      | :30    |                   |             | NM   | 2      | \$1,300.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/21/12          | 08/27/12        | MTWTF--              |                |      |        | 2                 | \$650.00    |      |        |            |
| N 9   | WOIO | 08/21/12          | 08/27/12        | Action News at 6p    | 6-630p         |      | :30    |                   |             | NM   | 3      | \$2,100.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/21/12          | 08/27/12        | MTWTF--              |                |      |        | 3                 | \$700.00    |      |        |            |
| N 10  | WOIO | 08/21/12          | 08/27/12        | The Insider          | 7-730p         |      | :30    |                   |             | NM   | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/21/12          | 08/27/12        | MTWTF--              |                |      |        | 1                 | \$500.00    |      |        |            |
| N 11  | WOIO | 08/21/12          | 08/27/12        | Inside Edition       | 730-8p         |      | :30    |                   |             | NM   | 2      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/21/12          | 08/27/12        | MTWTF--              |                |      |        | 2                 | \$500.00    |      |        |            |
| N 12  | WOIO | 08/26/12          | 08/26/12        | CBS Sunday Morning   | 9-1030a        |      | :30    |                   |             | NM   | 1      | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/20/12          | 08/26/12        | -----1               |                |      |        | 1                 | \$450.00    |      |        |            |
| N 13  | WOIO | 08/23/12          | 08/23/12        | Thur Hour 3          | 10-11p         |      | :30    |                   |             | NM   | 1      | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/20/12          | 08/26/12        | ---1---              |                |      |        | 1                 | \$3,000.00  |      |        |            |
| N 14  | WOIO | 08/23/12          | 08/23/12        | Thur Hour 2          | 9-10P          |      | :30    |                   |             | NM   | 1      | \$4,750.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/20/12          | 08/26/12        | ---1---              |                |      |        | 1                 | \$4,750.00  |      |        |            |
| N 15  | WOIO | 08/28/12          | 08/28/12        | Tue Hour 1           | 8-9P           |      | :30    |                   |             | NM   | 1      | \$3,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/27/12          | 09/02/12        | -1-----              |                |      |        | 1                 | \$3,500.00  |      |        |            |
| N 16  | WOIO | 08/21/12          | 08/21/12        | Tue Hour 2           | 9-10P          |      | :30    |                   |             | NM   | 1      | \$3,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/20/12          | 08/26/12        | -1-----              |                |      |        | 1                 | \$3,250.00  |      |        |            |
| N 17  | WOIO | 08/28/12          | 08/30/12        | Let's Make A Deal    | 10-11a         |      | :30    |                   |             | NM   | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/27/12          | 09/02/12        | -TWT---              |                |      |        | 1                 | \$500.00    |      |        |            |
| N 18  | WOIO | 08/28/12          | 08/30/12        | Action News at 11p   | 11-1135p       |      | :30    |                   |             | NM   | 3      | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/27/12          | 09/02/12        | -TWT---              |                |      |        | 3                 | \$1,000.00  |      |        |            |
| N 19  | WOIO | 08/28/12          | 08/30/12        | Price is Right       | 11a-12p        |      | :30    |                   |             | NM   | 1      | \$525.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/27/12          | 09/02/12        | -TWT---              |                |      |        | 1                 | \$525.00    |      |        |            |
| N 20  | WOIO | 08/28/12          | 08/30/12        | CBS Soaps            | 1230-2p        |      | :30    |                   |             | NM   | 1      | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/27/12          | 09/02/12        | -TWT---              |                |      |        | 1                 | \$600.00    |      |        |            |
| N 21  | WOIO | 08/28/12          | 08/30/12        | Action News at Noon  | 12-1230p       |      | :30    |                   |             | NM   | 1      | \$475.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/27/12          | 09/02/12        | -TWT---              |                |      |        | 1                 | \$475.00    |      |        |            |
| N 22  | WOIO | 08/28/12          | 08/30/12        | The Nate Berkus Show | 3-4p           |      | :30    |                   |             | NM   | 2      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/27/12          | 09/02/12        | -TWT---              |                |      |        | 2                 | \$250.00    |      |        |            |
| N 23  | WOIO | 08/28/12          | 08/30/12        | Action News at 6p    | 6-630p         |      | :30    |                   |             | NM   | 3      | \$2,100.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |        |            |
| Week: |      | 08/27/12          | 09/02/12        | -TWT---              |                |      |        | 3                 | \$700.00    |      |        |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>810985 /       |  | <u>Alt Order #</u><br>06288084                         |
| <u>Contract Dates</u><br>08/21/12 - 08/31/12 |  | <u>Product</u><br>SENATE MAJORITY PAC                  |
| <u>Advertiser</u><br>Senate Majority PAC     |  | <u>Estimate #</u><br>1639                              |
|  |  | <u>Original Date / Revision</u><br>08/21/12 / 08/21/12 |

| *Line  | Ch   | Start Date        | End Date        | Description         | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Totals<br>Amount |
|--------|------|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|-------|------------------|
|        |      |                   |                 |                     |                |      |        |                   |             |      |       |                  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| N 24   | WOIO | 08/28/12          | 08/30/12        | The Insider         | 7-730p         |      | :30    |                   |             | NM   | 1     | \$500.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 08/27/12          | 09/02/12        | -TWT---             |                |      |        | 1                 | \$500.00    |      |       |                  |
| N 25   | WOIO | 08/28/12          | 08/30/12        | Inside Edition      | 730-8p         |      | :30    |                   |             | NM   | 1     | \$500.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 08/27/12          | 09/02/12        | -TWT---             |                |      |        | 1                 | \$500.00    |      |       |                  |
| N 26   | WOIO | 08/27/12          | 08/27/12        | Let's Make A Deal   | 10-11a         |      | :30    |                   |             | NM   | 1     | \$500.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 08/27/12          | 09/02/12        | M-----              |                |      |        | 1                 | \$500.00    |      |       |                  |
| N 27   | WOIO | 08/27/12          | 08/27/12        | Action News at 11p  | 11-1135p       |      | :30    |                   |             | NM   | 1     | \$1,000.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 08/27/12          | 09/02/12        | M-----              |                |      |        | 1                 | \$1,000.00  |      |       |                  |
| N 28   | WOIO | 08/27/12          | 08/27/12        | Price is Right      | 11a-12p        |      | :30    |                   |             | NM   | 1     | \$525.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 08/27/12          | 09/02/12        | M-----              |                |      |        | 1                 | \$525.00    |      |       |                  |
| N 29   | WOIO | 08/27/12          | 08/27/12        | CBS Soaps           | 1230-2p        |      | :30    |                   |             | NM   | 1     | \$600.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 08/21/12          | 08/27/12        | M-----              |                |      |        | 1                 | \$600.00    |      |       |                  |
| N 30   | WOIO | 08/27/12          | 08/27/12        | Action News at Noon | 12-1230p       |      | :30    |                   |             | NM   | 1     | \$475.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 08/27/12          | 09/02/12        | M-----              |                |      |        | 1                 | \$475.00    |      |       |                  |
| N 31   | WOIO | 08/28/12          | 08/29/12        | Let's Make A Deal   | 10-11a         |      | :30    |                   |             | NM   | 2     | \$1,000.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 08/27/12          | 09/02/12        | -TW----             |                |      |        | 2                 | \$500.00    |      |       |                  |
| N 32   | WOIO | 08/28/12          | 08/30/12        | Price is Right      | 11a-12p        |      | :30    |                   |             | NM   | 4     | \$2,100.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 08/27/12          | 09/02/12        | -TWT---             |                |      |        | 4                 | \$525.00    |      |       |                  |
| Totals |      |                   |                 |                     |                |      |        |                   |             |      | 56    | \$45,450.00      |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 07/30/12 - 08/26/12 | 26         | \$24,950.00        | \$21,207.50        |
| 08/27/12 - 08/30/12 | 30         | \$20,500.00        | \$17,425.00        |
| <b>Totals</b>       | <b>56</b>  | <b>\$45,450.00</b> | <b>\$38,632.50</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.